Claims

1. A method of embedding additional information into an electronic communication transmitted via a network from a sending party to a receiving party comprising the steps of:

(i) intercepting the electronic network communication sent by the sending party addressed to the receiving party;

(ii) extracting and sending information relating to the network communication to a remote server;

(iii) modifying the network communication to embed the additional information in the network communication according instructions and information provided by the remote server in response to the information sent to the remote server; and

(iv) transmitting the modified network communication to the receiving party.

2. A method according to claim 1, wherein the additional information comprise one or more textual content, graphical content, links to other information, audio content and visual content.

3. A method according to claim 1, wherein the remote server is located on the same physical device on which the communications are intercepted.

4. A method according to claim 1, wherein the remote server generates the instructions and information for modifying the communication by employing an algorithm running on the remote

server that combines the information extracted from the communication with one or more rules, other information, historical data or a combination of these.

5. A method according to claim 4, wherein the algorithm applies the same generic rules to all communications.

6. A method according to claim 4, wherein different rules are applied to different individual senders and/or recipients or groups of senders and/or recipients.

7. A method according to claim 1, wherein the communication is intercepted and modified at a device that is physically remote from sending party and receiving party.

8. A method according to claim 1, wherein the additional information is advertising material.

9. A method according to claim 1, wherein the additional information is reference information.

10. A method according to claim 1, wherein the intercepted communication is an email.

11. A method according to claim 1, wherein the content of the additional information embedded in the communication is determined based at least in part on historical data held about the sending and receiving parties.

12. A method according to claim 1, wherein the content of the additional information embedded in the communication is determined at least in part on preference data held for one or both of the sending party and receiving party.

13. A method according to claim 12, wherein the preference data comprises the communication format capabilities of the receiver party.

14. A method according to claim 1, wherein the interception of the communications can be controlled remotely.

15. A method according to claim 1, wherein the additional information comprises a reference to further information content it is intended be displayed within the message.

16. A method according to claim 1, comprising remotely detecting the identify of the ISP hosting a receiving party or a sending party.

17. A method according to claim 1, wherein the communication is addressed to multiple receiving parties, the method further comprising replicating the communication to create a separate instance of the communication for each of the receiving parties.

18. A communication system comprising an electronic communication processing center engine loadable onto a computer wherein the electronic communication processing engine is capable of

intercepting an electronic communication sent over a network from a sending party to a receiving party, sending information about the communication to a remote server and modifying the communication based on a reply from the remote server to embed additional information in it.

19. A system operable in accordance with the method of claim 1.

20. A system according to claim 18, wherein the electronic communication processing engine forms part of the transmission path for the communication.

21. A computer program which is executable on a computer or a distributed network of computers to cause the computer or network of computers to operate in accordance with the method of claim 1.

22. A computer program according to claim 21, stored on a computer readable media.